Regional Networks and Groups

Yankee Network, The—Continued

Springfield—WMAS

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
	40.00	24.00	16.00	12.00	8.00

Torrington—WTOR

	6.67	4.00	2.67	2.00	1.34

Ware—WARE

	13.33	8.00	5.33	4.00	2.67

Waterbury, Conn.—WWCO

	33.33	20.00	13.33	10.00	6.67

Waterbury, Vt.—WDEV

	20.00	12.00	8.00	6.00	4.00

Westerly—WERI

	10.00	6.00	4.00	3.00	2.00

Worcester—WAAB

	60.00	36.00	24.00	18.00	12.00
Total 26 stations	894.99	537.00	357.99	264.50	179.02

ADDITIONAL MARKETS
(Subject to availability)
CLASS "C"

Bangor, Me.—WABI

	40.00	24.00	16.00	12.00	8.00

Houlton, Me.—WABM

	13.33	8.00	5.33	4.00	2.67

Presque Isle, Me.—WAGM

	13.33	8.00	5.33	4.00	2.67

Manchester, N. H.—WGIR

	33.33	20.00	13.33	10.00	6.67
Total additional markets	99.99	60.00	39.99	30.00	20.01

FREQUENCY DISCOUNTS

Frequency discounts apply to total broadcasts for same sponsor within 52 weeks. Programs and participations cannot be combined to earn frequency discounts.

26 times or more	5%
52 times or more	7-1/2%
104 times or more	10%
156 times or more	12-1/2%
208 times or more	15%

ANNUAL DISCOUNTS

When 52 consecutive weeks of broadcasting are completed, a bonus discount of 10% will be allowed on the lowest weekly time charge billing after deduction of any other earned discounts. Programs and participations cannot be combined to earn discounts.

SPECIAL FEATURES

News and weather services:
Yankee News Service.
International News Service.
United Press. Reuters.
Charges quoted below are "gross" and include news service fees and fees for staff announcer. Selected announcers and special talent rates on request.

5 minute news or weather, per program	25.00
10 minute news or weather, per program	30.00
15 minute news or weather, per program	35.00

PARTICIPATIONS

All participations are one minute in length and the quoted price is "gross" and includes live commercial delivery by the announcer or personality performing on the program listed.

	Per participation
"Yankee News Digest"	
6:55-7:00 a.m., Monday through Saturday	160.00
7:30-7:35 a.m., Monday through Saturday	160.00
7:55-8:00 a.m., Monday through Saturday	160.00
"Yankee News Service"	
7:00- 7:10 a.m., Monday through Saturday	180.00
8:00- 8:10 a.m., Monday through Saturday	180.00
9:00- 9:15 a.m., Monday through Saturday	170.00
1:00- 1:10 p.m., Monday through Saturday	170.00
6:00- 6:10 p.m., Monday through Saturday	325.00
11:00-11:10 p.m., Monday through Sunday	170.00
"Yankee Home and Food Show"	
10:05 a.m. to 10:30 a.m. Monday through Friday. Per participation	150.00

Closing Time
Closing date for inclusion in general publicity and printed announcements is 14 days in advance.

COLLEGE RADIO

College Radio Corporation

Rates effective July 1st, 1956.
Business Offices:
New York 11—135 E. 42nd St., Oxford 7-0890.
Chicago & West Coast — c/o Rambeau, Vance, Hopple, Inc.

Personnel
President—Edwards R. Hopple.

Agency Commission
15% to recognized agencies.

General Advertising
Stations represented are as follows:

WABP, U. of Alabama	WEOS, Hobart Col.
WAMU, American U.	WCHC, Holy Cross Col.
WAYC, Antioch Col.	WUOI, U. of Idaho
WASC, Arizona St. Col.	WIIT, Ill. Inst. Tech.
WATG, Augustana Col.	WPGU, U. of Illinois
WVBC, Bates College	WICR, Ithaca Col.
WBOR, Bowdoin Col.	WJMD, Kalamazoo Col.
WBMC, Bryn Mawr Col.	KDGU, U. of Kansas
WYBU, Bucknell U.	WKC, Knox College
KARL, Carleton Col.	WJRH, Lafayette Col.
WRCT, Carnegie Tech	WLRN, Lehigh U.
WCUB, U. of Chicago	KXLU, Loyola U.
WRCU, Colgate U.	WORO, U. of Maine
WKCR, Columbia U.	WMUC, U. of Maryland
KOCU, Creighton U.	WTBS, Mass. Inst. Tech.
WDUB, Denison U.	WRMU, Miami U.
KVDU, Denver U.	WCBN, U. of Michigan
WDBS, Duke U.	WRMC, Middlebury Col.
KEWC, E. Wash. Col.	WMMR, U. of Minn.
WGLG, Emory & Henry C.	WMCB, Mississippi Col.
WWGC, Gettysburg Col.	WMSU, Miss. So. Col.
KGRW, Grinnell Col.	WCBH, U. of Mississippi
KGAC, Gustav. Adolphus	WMUH, Muhlenburg Col.
WHRC, Haverford Col.	KOVF, Nebr. St. Col.
KNUS, U. of Nebraska	KAGY, S. Dakota St. C.
WMDR, U. of N. Hamp.	KCSC, So. State Col.
KNMA, New Mex. St.	KZSU, Stanford U.
WNYU, New York Univ.	KPCT, Texas Christian
WVWP, N. C. State Col.	KTTC, Texas Tech. C.
KDAC, N. Dakota St.	WRTI, Temple U.
WSND, U. of Notre Dame	WTCR, Tufts U.
WOBC, Oberlin College	WRUC, Union Col.
KVRO, Okla. St. U.	WVIK, Upsala Col.
KUVY, U. of Oklahoma	WVU, Vanderbilt U.
KPUR, Pacific U.	WRUV, U. of Vermont
KDUP, U. of Portland	WVIL, Villanova U.
WRRB, Radcliffe Col.	KDET, U.S. Military Academy
WRPI, Rensselaer	WUVA, U. of Virginia
WRIU, U. of Rhode Isl.	WUVT, Va. Poly. Inst.
WRUR, U. of Rochester	WFDD, Wake Forest C.
WRSU, Rutgers St. U.	KUGR, St. Col. Wash.
WOFM, St. Bonaventure	WESU, Wesleyan U.
KSLU, St. Lawrence U.	WIDR, W. Mich. Col.
KBIL, St. Louis U.	WMS, Williams Col.
WSSE, St. Michael's Col.	
WUSC, U of So. Car.	

GENERAL BROADCAST RATES (Each Station)

	1 ti.	26 ti.	130 ti.	260 ti.	390 ti.
1/4 hour	12.00	10.80	9.60	8.40	6.00
1 minute	4.50	4.05	3.60	3.15	2.25
20 seconds	2.25	2.03	1.80	1.58	1.13

NOTE: Lower rates apply for some stations.

GROUP DISCOUNTS

May apply in groups of 23 stations and over.

SPECIAL FEATURES

Programming—UP and local news and sports; recorded popular and classical music; play-by-play sports.

Intercollegiate Broadcasting System

Intercollegiate Broadcasting System, 1733 Broadway, New York 19, N.Y.
Rates effective April 1, 1955. (Card No. 21.)
Card received March 25, 1957.

Personnel
President—George Abraham.
Business Manager—James R. Wylie.
Sales Manager—Richard E. Pittenger.

Representatives
Hil F. Best Company.

Agency Commission
15% to recognized agencies; no cash discount. Bills rendered monthly on accounts of more than 60 days' duration.

General Advertising
IBS is a national system of campus radio stations—operating in two 13 week periods during the academic year, October-January and February-June. For schedule of broadcast hours daily consult IBS or representatives.
Commitments made for all announcements or programs will be honored for a period of 13 weeks from the effective date of any rate increase, providing there is no lapse in schedule.
Maximum length of contract 26 weeks; 28-day cancellation notice on programs; 14-days on announcements. All broadcasts placed for the advertiser for consecutive broadcasting within one calendar year shall be combined for the purpose of calculating the total frequency discounts or group discounts earned, provided, however, that announcements cannot be so combined with programs of 5 minutes or more. Frequency discounts are added to group discounts.

GENERAL BROADCAST ADVERTISING

Station coverage:

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1- 999	15.00	9.00	6.00	4.50	3.00
1000-1499	20.00	12.00	8.00	6.00	4.00
1500-2499	25.00	15.00	10.00	7.50	5.00
2500 or more	30.00	18.00	12.00	9.00	6.00

ANNOUNCEMENTS

Station coverage:	(*)	(†)
1- 999	2.55	1.65
1000-1499	3.40	2.20
1500-2499	4.25	2.75
2500 or more	4.50	3.00

(*) One minute transcribed or 110 words live.
(†) 20 seconds transcribed or 30 words live.

Group Discounts
23 stations 1%; each additional three 1%; based on the number of stations on a single contract, or modifications thereof.

Frequency Discounts

13 times	5%	104 times	17-1/2%
26 times	10%	156 times	20%
52 times	15%		

Closing Time
Two weeks in advance of initial broadcast.

Ivy Network Corporation

Rates effective May 1, 1957. (Card No. 7.)
Rates received May 31, 1957.
Business Office—242-A Yale Station, New Haven, Conn., State 7-0711.

Personnel
General Manager—Thomas A. Lee.

Comprised of:

WBRU—Brown	WVBR—Cornell
WHRB—Harvard	WXPN—Pennsylvania
WPRB—Princeton	WYBC—Yale

Agency Commission
15% to recognized agencies. No commissions or discounts on lines.

General Advertising
The Ivy Network is operated on a non-profit basis and is controlled by its member stations. The stations broadcast throughout the college year with the exception of vacation periods.
Each station is owned and operated by an undergraduate staff on a non-profit basis.

All proposals subject to prior booking of time offered.
NARTB code observed subject to station amendments.
Program and announcement contracts may not be combined to earn higher discounts.

GENERAL BROADCAST RATES (Each Station)

	1 ti.	13 ti.	26 ti.	52 ti.	78 ti.
1 hour	37.50	36.50	35.00	32.50	30.00
1/2 hour	26.00	25.00	23.50	22.00	20.00
1/4 hour	17.00	15.80	14.75	13.75	13.75
10 minutes	13.25	12.80	11.40	10.50	9.60
5 minutes	9.75	9.00	8.40	7.80	7.20
*60 seconds	5.50	5.40	5.15	4.80	4.50
†20 seconds	3.75	3.60	3.45	3.30	3.15

(*) 60-second spot, 150 times, each 4.00
(†) 20-second spots, 150 times, each 2.70
Program and announcement contracts not combinable.

SPECIAL FEATURES

National and world-wide; United Press wire service Campus and local; station news staff.
Check with network office for information on programming, talent, etc.

STATE NETWORKS

State Networks listed at the beginning of each state. State location indicated where not mentioned as a part of Network title.

A-Buy in California Group
Air Trails Network (Ohio)
Alabama Ace Network, The
Alabama Community Network
Alabama Key Market Network
Alaska Broadcasting System
Allegheny Mountain Network (Pennsylvania)
All Islands Radio Network (Hawaii)
Alto Broadcasting System (Philippine Islands)
Arizona Broadcasting System
Arizona Network, The

Bay State Quality Group (Massachusetts)
Beeline, McClatchy (California)
Booth Broadcasting Group (Michigan)
Broadcasting Corporation of America (California)

Cactus State Network, The (Texas)
CAL-COAST Group, The (California)
California Farm Network
California Northern Group
California Rural Network
CAL-VAL Group, The (California)
Capital Radio Network, The (Michigan)
Central South Carolina Network
Chicagoland Network, The (Illinois)
Colorado Network
Connecticut Quality Network
Connecticut State Network

Dairyland Network, The (Minnesota)
Dixie Broadcasting System (Mississippi)
Dixie Network, The (Tennessee)
Downeast Network (Maine)

East Coast Network, The (North Carolina)
East Texas Network, Inc.
Essex County Group (Massachusetts)
Five Star Group (Kansas)

Georgia Association of Local Stations
Granite State Network (N. H.)
Great Plains Trio, The (Texas)

Hawaiian Broadcasting System, Ltd.
Hoosier Network (Indiana)

Indianhead Network (Michigan)
Iowa Tall Corn Network

John Poole Stations (Calif.)

Kansas City Trade Area Team (Kansas)
Knorr Broadcasting Group (Michigan)

Laurel Network, The (Pennsylvania)
Linder Group, The (Minnesota)
Lobster Network (Maine)
Long Radio Enterprises (Texas)

Maine Broadcasting System
Midnight Sun Broadcasting Company (Alaska)
Mid-South Network (Mississippi)
Miracle Valley Radio Network (West Virginia)
Montana Metropolitan Markets Group
Nevada Network, Inc.
New Jersey Network
99 Group, The (California)
Northern New England Network, Inc. (N.H.)

Oregon Trail Network
Ozark Network, The (Missouri)

Paul Bunyan Network (Michigan)
Personality Stations, The (West Virginia)

Rhode Island Coastal Group
Rural Network, The (New York)

Skyline Network (Mississippi)
Sooner State Network, The (Oklahoma)
South Michigan Network
Southern Minnesota Network
Spanish Network, The (California)
Speidel-Fisher Broadcasting Group (South Carolina)

Texas Broadcasting System
Texas State Network, Inc
Texas Triangle, The
Tobacco Network, The (North Carolina)
Tri-Mart Radio Network (Oregon)
Tri-W Network (Alabama)

Vermont State Network

Wisconsin Network, Inc.
Wyoming Cowboy Network

Z Net (Montana)